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# Message Text

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21
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 CU-02 RSC-01 /023 W
---------- 021757
P R 110730Z DEC 74
FM AMEMBASSY MOSCOW
TO WASHDC PRIORITY 5071
INFO SECSTATE WASHDC 5269
AMEMBASSY VIENNA
USDOC WASHDC

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USIA FOR ICS/E
VIENNA FOR REX

E.O. 11652: N/A
TAGS: OEXC UR
SUBJECT: "TECHNOLOGY FOR AMERICAN HOME" EXHIBIT

REF: MOSCOW 17936

1. DURING DEC. 9 MEETING, INTOURIST CHIEF FOR US, CANADA, AND LATIN AMERICA ZAVORIN PRESENTED REPLY TO EMBASSY LETTER OF NOV. 27 (SEE REFTEL). THEIR LETTER CONTAINS REVISED RATES, AS FOLLOWS: FIRST CLASS TWIN-BED ROOM, 13 RUBLES PER PERSON; SINGLE ROOM 20 RUBLES. DELUXE TWIN-BED ROOM, 23 RUBLES; SINGLE ROOM, 41.50 RUBLES. RATE INCLUDES BREAKFAST AND WILL APPLY FOR ALL CITIES, REGARDLESS OF "SEASON." IN RESPONSE TO EMBOFF REQUEST, HOWEVER, INTOURIST OFFICIALS INDICATED THEY WILLING TO DROP BREAKFAST REQUIREMENT, THEREBY REDUCING RATE IN ALL CATEGORIES ONE RUBLE PER DAY.

2. ACCORDING TO ZAVORIN, RATE IS COMPROMISE BETWEEN "OFF-SEASON" AND "SEASON RATES AND REPRESENTS, ESPECIALLY IN CASE OF MOSCOW, A SIGNIFICANT SAVINGS OVERALL (MOSCOW SHOWING IS SCHEDULED FOR "HIGH SEASON."

3. FYI, FOR COMPARATIVE PURPOSES, FOLLOWING ARE NEW INTOURIST
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RATES FOR TOURISTS AS LISTED IN RATE BOOK EFFECTIVE JANUARY

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2 TO DECEMBER 31,1975: MOSCOW, OFF-SEASON FIRST CLASS, TWIN-BED, 11 RUBLES PER PERSON, SINGLE ROOM, 18 RUBLES PER PERSON, DELUXE, TWIN-BED, 22 RUBLES PER PERSON, SINGLE 40 RUBLES; MOSCOW, SEASON FIRST CLASS, TWIN-BED, 15 RUBLES PER PERSON, SINGLE, 24 RUBLES. DELUXE, TWIN-BED, 26 RUBLES PER PERSON, SINGLE, 47 RUBLES; MOSCOW, HIGH SEASON ("PIK") -- FIRST CLASS, TWIN-BED, 20 RUBLES PER PERSON, SINGLE, 30 RUBLES, DELUXE, TWIN-BED, 31 RUBLES PER PERSON, SINGLE, 56 RUBLES. THESE RATES ALSO APPLY IN LENINGRAD. ALL OTHER CITIES GENERALLY 10 PERCENT LESS, AS FOLLOWS: OFF-SEASON -- FIRST CLASS, TWIN-BED, 10 RUBLES PER PERSON, SINGLE, 16 RUBLES, DELUXE, TWIN-BED, 20 RUBLES PER PERSON, SINGLE, 36 RUBLES; SEASON-- FIRST CLASS, TWIN-BED, 14 RUBLES PER PERSON, SINGLE, 22 RUBLES, DELUXE, TWIN-BED, 24 RUBLES PER PERSON, SINGLE, 43 RUBLES. NO HIGH SEASON RATES. "OFF-SEASON" IS APRIL THROUGH JUNE AND SEPTEMBER, AND "HIGH SEASON" (PIK) IS JULY AND AUGUST. ALL RATES LISTED ABOVE INCLUDE BREAKFAST.

4. ZAVORIN INDICATED THAT SPECIAL EXHIBIT RATES WOULD APPLY, AS BEFORE, ONLY DURING WORK PERIODS IN SHOWING CITY. ANY TRAVEL OR ANY PERIOD OF STAY IN PREVIOUS EXHIBIT CITY WOULD BE CHARGED AT STANDARD TOURIST RATES FOR TIME AND PLACE TRAVEL TAKES PLACE. EXCEPTION WOULD BE WHEN ANY MEMBER OF EXHIBIT WAS IN MOSCOW ON EXHIBIT BUSINESS, EITHER BETWEEN CITIES OR DURING SHOWING IN ANY CITY; NORMAL EXHIBIT RATES WOULD THEN APPLY.

5. EMBOFF PARTICIPATING IN DISCUSSION STRONGLY OBJECTED TO RATE INCREASE PRIMARILY ON GROUNDS ADVANCE NOTICE INSUFFICIENT ALLOW US SIDE MAKE NECESSARY BUDGETARY ADJUSTMENTS. ZAVORIN EXPRESSED HIS SYMPATHY BUT POINTED OUT THAT RAISE IN RATES FOR EXHIBIT IS PART OF A GENERAL INCREASE FOR TOURISTS AND BUSINESSMEN ALIKE (FYI, RATE INCREASE FOR BUSINESSMEN, THROUGH ELIMINATION OF "SEASONALITY" IN ADDITION TO RATE RISE, AMOUNTS TO MORE THAN 100 PERCENT IN SOME INSTANCES). HE ALSO REPEATED EARLIER ARGUMENT THAT FLAT RATE FOR WHOLE YEAR REPRESENTS SPECIAL -- AND CONCESSIONAL -- RATE FOR EXHIBIT.

6. EMBOFF INDICATED WOULD TAKE MATTER UP WITH USIA AND RESUME DISCUSSION AT LATER DATE. EMBASSY WOULD FIND USEFUL, BEFORE NEXT MEETING IS REQUESTED, ANY AVAILABLE INFORMATION ON LIMITED OFFICIAL USE

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SPECIAL RATES ACCORDED SOVIET EXHIBIT IN US. IN ADDITION, SINCE EXHIBIT WILL BE IN USSR THROUGH THREE OFF-SEASON PERIODS, OR NINE OUT OF TOTAL FIFTEEN MONTHS, SUGGEST AGENCY ANALYSTS MAY WISH CALCULATE TRUE AVERAGE TOURIST RATE FOR ENTIRE EXHIBIT PERIOD FOR EACH CATEGORY. IF THIS LOWER THAN RATES PRESENTED BY ZAVORIN FOR EXHIBIT, WOULD ALSO PRESENT USEFUL ARGUING POINT. NEED KNOW, AS WELL, IF AGENCY WISHES EXCLUDE BREAKFAST COST FROM ROOM RATE, AS INDICATED PARA. 1. WILLING

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PURSUE ARGUMENT WITH ALL DUE VIGOR, BUT SHOULD CAUTION THAT PROSPECTS FOR HOLDING LINE AT PREVIOUS RATES DO NOT APPEAR IMPRESSIVE. REQUEST ADVISE RE ABOVE POINTS PLUS ANY ADDITIONAL SUGGESTED ARGUMENTS OR COUNTER MEASURES.

7. IN ORDER RESERVE ROOMS FOR MOSCOW STAY OF EXHIBIT GROUP PRIOR DEPARTURE FOR TASHKENT, EMBASSY WILL NEED BEFORE END DECEMBER MOST ACCURATE POSSIBLE ESTIMATE: NUMBERS AND TYPES OF ROOMS REQUIRED; NAME HOTEL DESIRED: ARRIVAL DATES AND LENGTH OF STAY ANTICIPATED FOR MAIN GROUP AND ANY PERSONNEL ARRIVING AND/OR DEPARTING SEPARATELY. EMBASSY REQUESTS MINIMUM THREE DAY STAY IN MOSCOW FOR ORIENTATION BRIEFINGS. ADVISE.
STOESSEL

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# Message Attributes

**Automatic Decaptioning:** X
**Capture Date:** 01 JAN 1994
**Channel Indicators:** n/a
**Current Classification:** UNCLASSIFIED
**Concepts:** n/a
**Control Number:** n/a
**Copy:** SINGLE
**Draft Date:** 11 DEC 1974
**Decaption Date:** 01 JAN 1960
**Decaption Note:**
**Disposition Action:** RELEASED
**Disposition Approved on Date:**
**Disposition Authority:** golinofr
**Disposition Case Number:** n/a
**Disposition Comment:** 25 YEAR REVIEW
**Disposition Date:** 28 MAY 2004
**Disposition Event:**
**Disposition History:** n/a
**Disposition Reason:**
**Disposition Remarks:**
**Document Number:** 1974MOSCOW18395
**Document Source:** CORE
**Document Unique ID:** 00
**Drafter:** n/a
**Enclosure:** n/a
**Executive Order:** N/A
**Errors:** N/A
**Film Number:** D740359-0369
**From:** MOSCOW
**Handling Restrictions:** n/a
**Image Path:**
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**Line Count:** 128
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**Office:** ACTION EUR
**Original Classification:** LIMITED OFFICIAL USE
**Original Handling Restrictions:** n/a
**Original Previous Classification:** n/a
**Original Previous Handling Restrictions:** n/a
**Page Count:** 3
**Previous Channel Indicators:**
**Previous Classification:** LIMITED OFFICIAL USE
**Previous Handling Restrictions:** n/a
**Reference:** 74 MOSCOW 17936
**Review Action:** RELEASED, APPROVED
**Review Authority:** golinofr
**Review Comment:** n/a
**Review Content Flags:**
**Review Date:** 28 MAR 2002
**Review Event:**
**Review Exemptions:** n/a
**Review History:** RELEASED <28 MAR 2002 by elyme>; APPROVED <28 MAY 2002 by golinofr>
**Review Markings:**

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EO Systematic Review
30 JUN 2005

**Review Media Identifier:**
**Review Referrals:** n/a
**Review Release Date:** n/a
**Review Release Event:** n/a
**Review Transfer Date:**
**Review Withdrawn Fields:** n/a
**Secure:** OPEN
**Status:** NATIVE
**Subject:** "TECHNOLOGY FOR AMERICAN HOME" EXHIBIT
**TAGS:** OEXC, UR
**To:** STATE
**Type:** TE
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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